

Message Text

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ACTION EB-08

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FM AMEMBASSY PRAGUE

TO USDOC WASHDC

INFO SECSTATE WASHDC 2127

AMEMBASSY BELGRADE

AMEMBASSY BERLIN

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY SOFIA

AMEMBASSY VIENNA

AMEMBASSY WARSAW

UNCLAS PRAGUE 0476

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: N/A

TAGS: BEXP, CZ

SUBJ: PROPOSED FY78 TRADE PROMOTION EVENT SCHEDULE

REF: (A) STATE 20290 (NOTAL), (B) 76 PRAGUE 3622 (NOTAL),

(C) 76 STATE 301616, (D) 76 PRAGUE 3378 (NOTAL),

(E) 76 USDOC 19556 (NOTAL), (F) 76 PRAGUE 3124

1. SUMMARY: EMBASSY SUPPORTS CONCEPT OF LONG-RANGE PLANNING FOR TRADE PROMOTION PROGRAM AND PROPOSES FULL-SCALE TRADE FAIRS AT BOTH INCHEBA AND BRNO IN 1978. EMBASSY ALSO RECOMMENDS SPONSORING TSS ON CHEMICAL INDUSTRY, MATERIALS TESTING, AND AUTOMATED QUALITY CONTROL. EMBASSY RECOMMENDS AGAINST PARTICIPATION AT SALIMA. END SUMMARY.

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2. EMBASSY BELIEVES USDOC HAS DEVELOPED A GENERALLY STRONG, COMPREHENSIVE PROGRAM FOR FY 78 (REF C), AND THAT LONG-RANGE PLANNING WILL ENHANCE EFFECTIVENESS OF COMMERCIAL PROGRAM BOTH AS TRADE PROMOTION TOOL AND AS INTEGRAL PART OF OVERALL COUNTRY PROGRAM. OUR COMMENTS ON CZECHOSLOVAK PORTION OF PLAN FOLLOW AND COVER THE THREE ELEMENTS (TRADE FAIRS, TECHNICAL

SALES SEMINARS, AND BUSINESS DEVELOPMENT OFFICES)
IN ORDER.

3. TRADE FAIRS: EMBASSY APPRECIATES RECEIPT OF
REF A BUT HAS DELAYED RESPONSE TO REF C UNTIL RECENT
SNAGS IN PROCUREMENT OF EXHIBIT SPACE AT BRNO 77
COULD BE RESOLVED. WE NOW HAVE REASONABLE ASSURANCES
THAT EXHIBIT SPACE FOR USDOC MEDICAL/SURGICAL
DISPLAY IN SEPTEMBER WILL BE AVAILABLE IN EITHER
PAVILIONS G OR Z WHICH WILL PLACE OUR EXHIBIT IN
PRIME LOCATION WITH OTHER MEDICAL INDUSTRY
EXHIBITORS.

4. EMBASSY AGREES WITH PARA 1 REF A COMMENT THAT
INCHEBA IS PRIMARY ACCESS ROUTE TO CZECHOSLOVAK
CHEMICAL/PETROCHEMICAL INDUSTRY. INCHEBA IS ONLY
REGULARLY SCHEDULED AND STAGED CHEMICAL FAIR
IN EASTERN EUROPE AND MAY ATTRACT SPECIALIZED AUDIENCE
FROM BEYOND CZECHOSLOVAK BORDERS. WE THEREFORE
STRONGLY SUPPORT PROPOSAL TO STAGE FULL-SCALE EXHIBIT
IN JUNE, 1978.

5. NEVERTHELESS, WE CONTINUE TO OBJECT STRONGLY TO
SIMULTANEOUS DOWNGRADING OF OUR PRESENCE AT BRNO
ENGINEERING FAIR IN SEPTEMBER. OUR BASIC SUPPORTIVE
ARGUMENTS HAVE BEEN PREVIOUSLY REPORTED (REF D),
AND WE REITERATE THE PREMIER STATUS OF BRNO BOTH AS
A COMMERCIAL AND A POLITICAL EVENT IN THE CSSR.
REF A ARGUMENTS AGAINST BRNO PARTICIPATION STRIKE US
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AS UNCONVINCING, PARTICULARLY SINCE THE PROBLEMS
CITED INDICATE DEFICIENCIES IN THEME SELECTION AND
RECRUITMENT RATHER THAN DEFICIENCIES IN THE FAIR
ITSELF. BRNO IS NOT AN ELECTRONIC OR INSTRUMENTATION
SHOW; IT IS A GENERAL ENGINEERING FAIR AND IN THE
LONG-RUN OFFERS MORE FLEXIBILITY THAN ANY SPECIAL-
IZED FAIR. MOREOVER, GOC AND FTO'S CONTINUE TO
LAY HEAVY EMPHASIS ON BRNO PARTICIPATION AS PRE-
REQUISITE FOR SALES HERE BY WESTERN FIRMS.

6. IT IS NOT FEASIBLE TO JUMP FROM ONE
FAIR TO ANOTHER IN THIS COUNTRY. STAGING AN EXHIBIT
AT ANY OF THE TRADE FAIRS PRESENTS MANY PROBLEMS
WHICH, THOUGH NOT CURED, ARE ALLEVIATED OVER TIME
BY CLOSER ACQUAINTANCE WITH FAIR OFFICIALS. IF WE
SKIP BRNO IN 1978, A FUTURE DECISION TO EXHIBIT
THERE WOULD NECESSITATE STARTING FROM THE BEGINNING
WITH LITTLE HOPE OF QUICKLY OVERCOMING DIFFICULTIES
SUCH AS THAT MENTIONED PARA 3 ABOVE. IN SHORT, A

DECISION TO WITHDRAW FROM BRNO IN 1978 WOULD SERIOUSLY DETRACT FROM ANY FUTURE USG TRADE PROMOTION EFFORT THERE. WE BELIEVE SUCH AN EFFORT WILL BE REQUIRED EVENTUALLY UNLESS WE MAKE THE UNWARRANTED DECISION TO CONCENTRATE ALMOST WHOLLY ON CHEMICAL INDUSTRY IN FUTURE.

7. TECHNICAL SALES SEMINARS: FROZEN FOOD EQUIPMENT AND SYSTEMS IS A LIKELY SALES PROMOTION THEME, BUT A TSS ON FOOD PROCESSING AND PACKAGING WAS STAGED HERE IN APRIL 1976. ALTHOUGH WE HAVE ACCEPTED A REPEAT OF PLASTICS PRODUCTION EQUIPMENT, WE BELIEVE THAT REPETITION OF THEMES WITHIN A TWO-YEAR PERIOD TENDS TO BE UNPRODUCTIVE AND THAT OUR EFFORTS SHOULD BE AIMED AT COVERING A WIDER AREA OF INDUSTRY. EMBASSY THEREFORE REQUESTS THAT CSSR BE DROPPED FROM JANUARY TSS ON FROZEN FOOD EQUIPMENT AND SYSTEMS.

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8. NOVEMBER 1977 TSS ON CHEMICAL INDUSTRY EQUIPMENT AND TECHNOLOGY IS ATTRACTIVE IF IT DOES NOT COVER PLASTICS. EMBASSY HAD PREVIOUSLY REQUESTED CHEMICAL TSS IN LIEU OF REPEAT OF PLASTICS AND WELCOMES PARTICIPATION IN THIS NOVEMBER EVENT.

9. BOTH MATERIALS TESTING EQUIPMENT AND AUTOMATED QUALITY CONTROL TSS THEMES ARE VIABLE, AND EMBASSY WILL RECOMMEND SUGGESTED TOPICS AS SOON AS POSSIBLE. JUNE, 1978 DATE FOR AUTOMATED QUALITY CONTROL IS NOT ACCEPTABLE IF EXHIBIT (SEE PARA 4) IS STAGED AT INCHEBA. EMBASSY RECOMMENDS APRIL OR MAY TIMING FOR THIS TSS.

10. BUSINESS DEVELOPMENT OFFICE: EMBOFF RECENTLY VISITED 1977 SALIMA FOOD FAIR AND WILL REPORT OBSERVATIONS SEPTEL. BRIEFLY STATED, OUR CONCLUSION IS THAT THIS TRADE FAIR IS WASTE OF TIME, EFFORT, AND MONEY FOR U.S. INDUSTRY AND SHOULD NOT BE INCLUDED IN USDOC TRADE PROMOTION PROGRAM.

11. RECOMMENDATIONS: A) EMBASSY SUPPORTS FULLSCALE EXHIBIT AT INCHEBA IN JUNE, 1978 BUT ONLY WITH PROVISIO THAT USDOC CONTINUE TO SPONSOR FULLSCALE EXHIBIT AT BRNO IN SEPTEMBER, 1978. B) EMBASSY PROPOSES FOLLOWING TSS SCHEDULE: NOVEMBER 1977, CHEMICAL INDUSTRY EQUIPMENT AND TECHNOLOGY; FEBRUARY 1978, MATERIALS TEST EQUIPMENT; APRIL-MAY 1978, AUTOMATED QUALITY CONTROL. C) EMBASSY BELIEVES USDOC SHOULD NOT STAGE BDO AT SALIMA FOOD FAIR. BYRNE

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